



## Sprint 3: Project Progress

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## Contents

Updated Concept .....	2
Testing our Design .....	3
Our Design Iterations.....	4

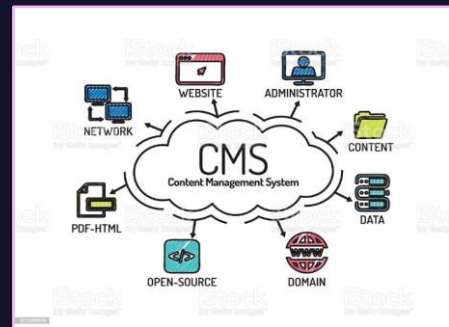
## Updated Concept



Based on research, what is important to have is an admin section, since we aren't user based maybe it would be beneficial to have an active links management page, admin can see all the links that have been created to this page. they can revoke and change access wherever possible.

In the interest of making content more dynamic and less hard-coded we can do these things:

- In terms of being data driven for text based content, we have some ideas:
  - Local JSON file database
  - Local MongoDB instance for data
  - Cloud MongoDB instance



- For images and videos which can get large there are 2 routes we can go:
  - If the tool is hosted and deployed with a provider we can allow links to be posted to said content (E.g. YouTube / Vimeo / company cloud storage links to images and videos)
  - If the tool is locally hosted, we would just store the files statically in the assets folder

Our plan behind Markr. is to make branding easy and efficient for companies. The idea is to improve brand consistency and project efficiency, bringing together both a user friendly tool with the complexity of developing.

# Testing our Design

For our testing we had access to one of the profiles for our aimed User, that being a Project Manager with Development and IT skills. She provided us with incisive and detailed feedback for the next iterations.

- Does the concept work ?

*The concept itself works as a perfect idea of how to improve a company's workflow and efficiency, although initially sounds a bit ambiguous at the beginning.*

- How do the end users think about your concept ?

*As a concept is good, just needs a bit of usability and interaction development (referring to the prototype). The idea of the project is good, just needs more development.*

- How are the users perceiving the prototype?

*It looks a bit simplistic, if that is the use it will be done(referring to the tool). Also the UI is not developed enough → use of colors, buttons, the menu, typographies, etc need more work.*

- Can your design solve the client problem ? How ?

*The design seems a bit raw, but given the concept of the tool, it is headed on the good direction when it comes to ideas. By improving development on UI and making the tool more interactive it could achieve the goal assigned to the project.*

- What do you want to change in your next iteration ? What do you want to adapt ? which doubts do you still have ?

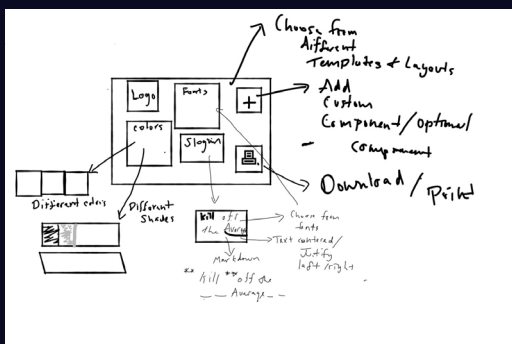
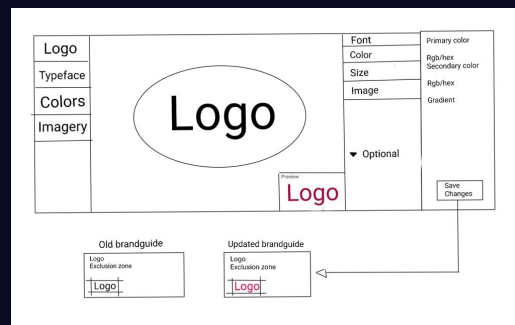
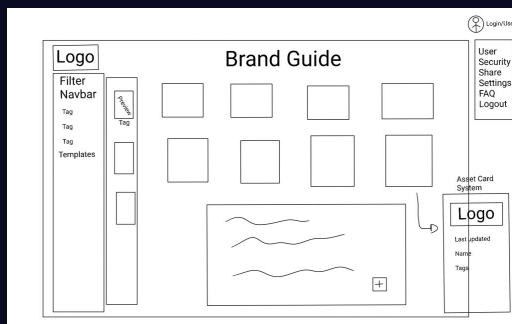
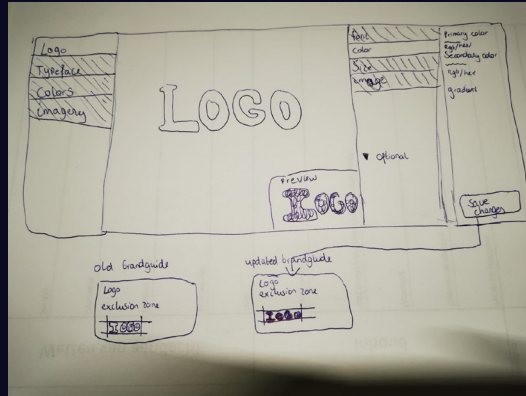
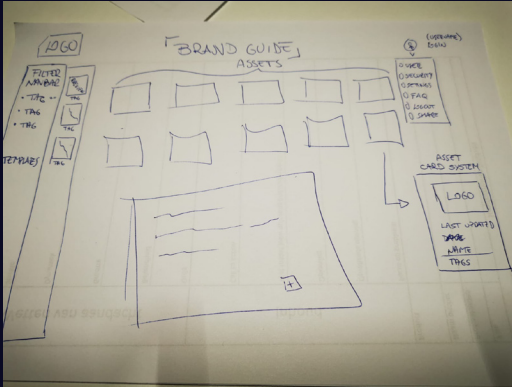
*There are some changes we as a team were already considering prior to testing the prototype and after feedback from both user testing and teacher's consulting, there were some other changes we added to the design. This are:*

- 1.** Improved "homepage" and dashboard design
- 2.** Minor tweaks to the Menu Sidebar, including the consistency through the tool.
- 3.** More interactivity for the main user when making changes to the tool elements.
- 4.** Consider the inclusion of Breadcrumbs.
- 5.** Downsize certain design elements of the tool.
- 6.** Improve the Experience Architecture of the tool.
- 7.** Use of frameworks for the workflow of our company.

**SKETCHES  
WIREFRAMES  
PROTOTYPE**

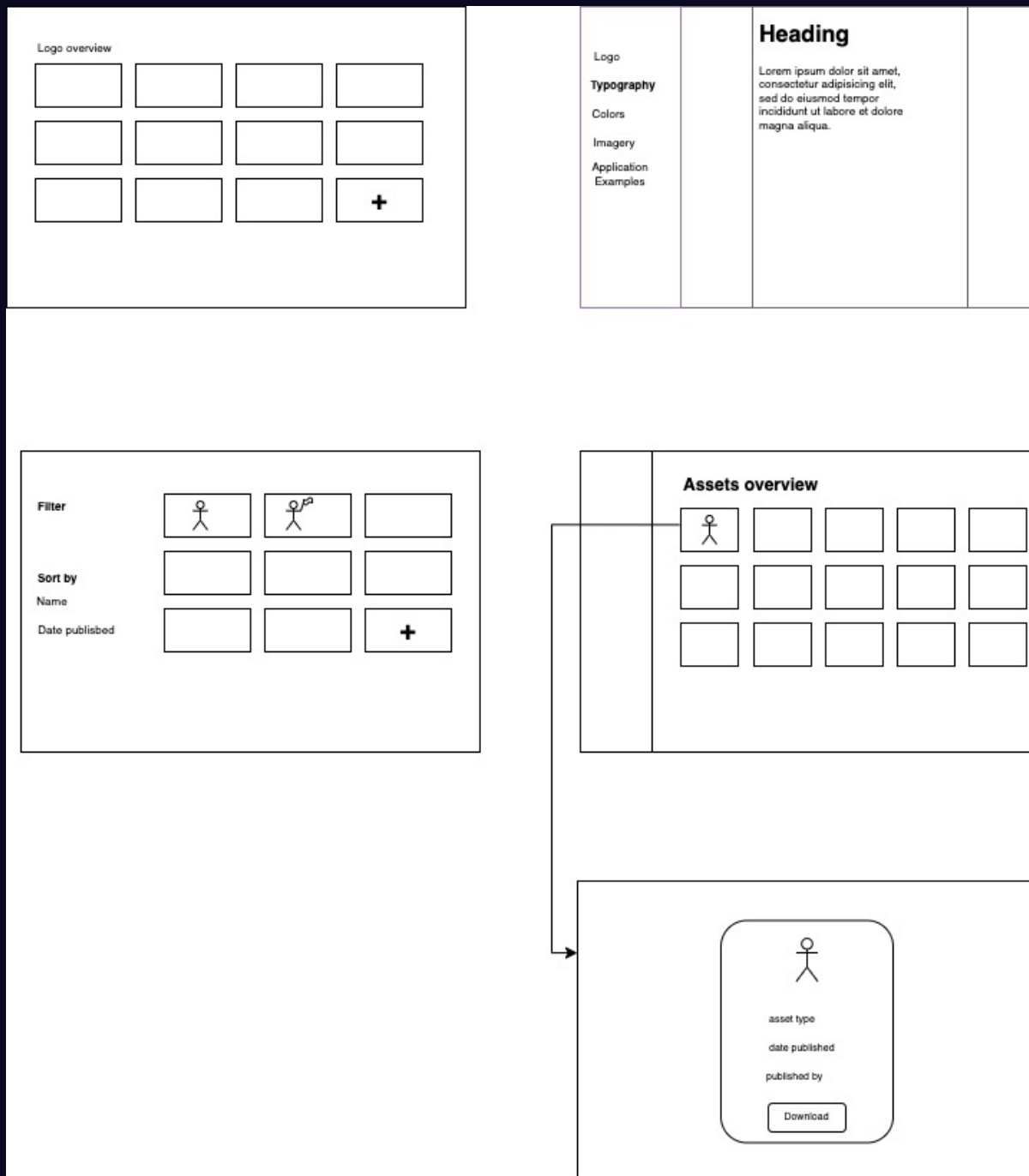
# Sketches

For the sketches we made each one of us a sketch so we can collect everyone's ideas, so everyone takes part on little bit of the design making of the tool. Also, the sketches functionality was extract numerous ideas out quickly before you enter a graphics editor to start designing the look and feel.



# Wireframes

For the wireframes we took the ideas we gather from the sketches and some new ideas we had, and we made it. We essentially focus on space allocation and prioritize the content and intended functionalities.



# Prototype

For the prototype we took the wireframe and gave it life as well as add some things so we could take our tool to the next level. Our prototype was made to be as final design and interactive as possible so we could show to our client a good taste of that the tool would look like.

